

Arts Task Force Meeting Notes

Task Force Meeting: November 26, 2006
Traveler's Rest Arts Mission

Attendees: Lynn Greer, Mary McCarthy, Bob Howard, Mary Johnston, Nichole Livengood, Georgia Harrison, Bob Howard, Joel Wilkinson, Anne Tromsness, Brock Koonce

Upcoming Events

- Symphony has a lot of holiday programs going on. Please go to the Symphony on the
- MAC Annual meeting is at 5:30 at the Poinsett Club on December 6th. Task force members are encouraged attend.
- Open Studios had best attendance and sales in its history.
- Joel Wilkinson just finished the logo for Upstate History Museum.
- December 9th is Museum's Annual Holiday party on December 9th.
- Marylyn Dintenfass' new exhibit has opened at the museum. It is a must see.
- Warehouse and Centre Stage are opening tonight.
- There is a community-wide collaboration in the opening of "Quilting of the Sun." Those involved include Emrys, Centre Stage, the Museum, quilters. These entities are working to co-promote this event. The play is about textile storytelling. We need to continue to encourage these types of programs.
- Greenville Chorale has their Christmas program
- Distracted Globe is having two benefits this weekend after the play, Inspecting Carol. On the Edge series starts next weekend. It's the seamier side of the North Pole.

Artist Insurance. Brock found a site on the internet that looks promising. The Graphic Artist's Guild also has somethings.

Community Calendar. CVB is doing a new calendar with preferences. Action Item: Call Diane Wilson at CVB to ask them what they are doing.

Vision Review.

- **Education.** Greenville financially supports arts programs. There is never enough money in the school system to give more than 45 to 50 minutes a week in the classroom. It takes money. It's
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hard when people are testing for other things. Money for supplies is also a problem. Not all artists are good teachers.

We should be more specific in education needs.

Schools don't know what is out there for the arts. Teachers don't have art in the classroom. This is a school system problem.

We need to use Tanglewood as an example. **Action Item:** Get one page summary of the impact of the Tanglewood program. Use it to preach the impact of the arts in the schools.

Action Item: The Arts Task Force could become the advocate for arts in the classroom. Use Diane Lee from the District to figure out how to build this.

- Specify time (hours) spent with qualified art teachers,
- Times spent in museums and arts venues,
- Viewing their own art in the schools and increasing the number of places for children to display their own art.

Partnerships. It's important that artists and organizations have adequate funding to go into schools, especially middle and high schools. Ongoing partnerships are encouraged to build *greater* outreach opportunities.

Action Item: Can we have a booking conference for teachers? Have a bunch of tables and organizations represented. There is a SC Arts Commission booking conference. They have a list of approved artists in education. **Task:** Go online to find out more about the program. Peace Center does this for the POPS! Program.

All teachers have web access. Could the bookings be done online through a website? Couple this with the event.

Arts Institute. Greenville is the home to a nationally recognized arts institute. It's like a trade school. We would like to hear more about this.

Action Item: Get more information on this and circulate throughout the community.

Design Center. We don't know what that is.

A Couple of New Visions.

- **Cultural Requirement Credits.** All higher education institutions within 50 mile radius have a cultural requirement credit. All students have a cultural event attendance credit. Could this be extended to the high schools? (One a year.) Furman has COP, but it's hard to be able to get them off campus.
- **Artists Guild.** Develop a real "guild" of artists in Greenville. This could be like the Greenville Woodworkers' Guild. There is no where you can go to work with other artists. This would be similar to the Torpedo Factory. MAC may be too "political" for MAC to do because MAC might provide monies to fund it.

Action Item: Call Tommy Wyche to find out status of Klingman Williams.

Action Item: Create the model for linking the task forces to each other.

Items to address at the next meeting:

- What are the needed additions to the vision. GF will send out an email about vision "additions."
- Mary McCarthy email suggestions.
- Form subcommittees around the visions. These would be formed about the way we communicate.

**Next Meeting: December no meeting. Next meeting is January 25th at 4PM at the Bob Jones Museum and Art Gallery – On Campus
Greenville Forward will confirm exact meeting place.**

Arts Task Force Meeting Notes

Task Force Meeting: October 26, 2006
South Carolina Children's Theatre

Attendees: Alan Ethridge, Lynn Greer, Mary Ellington, Mary McCarthy, Anne Tromsness, Bob Howard, Debbie Bell, Mary Johnston, Emily (Ballet), Nichole Livengood, Georgia Harrison, Bob Howard, Joel Wilkinson

Russell announced new Chairs for the Arts Task Force. Alan Ethridge and Bob Howard have volunteered to take the reins and begin to lead this Task Force in a positive direction. Thank you to Bob and Alan for all your help.

Meeting started by taking a step back and looking at the Vision for the Arts. Alan talked about restructuring the Task Force. Some ideas have been given as to forming sub-committee's and having the main group meet on a quarterly basis rather than meet monthly. This could be a solution for the future, but for now, we will continue to meet monthly as a big group.

Vision Points

- Discussed moving the Vision of public art being present throughout the community to Sense of Place Task Force.
Mary Ellington is on the Public Art commission for the City and she will continue to update the Task Force on progress with this issue.
Question was raised as to whether or not this committee could begin an initiative to spur public art across the county. Mauldin, TR, Simpsonville, etc.

 - Outdoor lifestyle section has a lot that's missing
 - "Shakespeare In The Park" is Upstate Shakespeare Festival
 - "major annual Arts Festival" is Artisphere
 - UVA – Art In The Park
 - TRAM Art Fair
 - Open Studios
 - Theatre Crawl
 - GSO Red/White/Blue
 - Meadowbrook Park / KROC Center
 - Arts programming
 - Art mobile
 - Puppetry
 - Noon-time music in Public Places
 - Swannanoa Gathering. Joel example. Traditional music, folk music, etc.
<http://www.swangathering.org/>
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- Neighborhoods
 - Work with the city (Leslie Fletcher)
 - Events in neighborhoods will have to be coordinated with the City
- All arts organizations are funded to the level where they can hire professional artists, if they want to.
- All arts organizations are accessible and affordable “while sustaining their financial ...”
 - A huge component of this is The Chamber of Commerce
 - There should be an Arts Liaison at The Chamber
 - Arts HAVE to be part of the Annual Meeting
- Affordable Housing for artists
 - Work with neighborhood associations to get them to take this on as a project. They could promote the houses in their area to artists.
 - Work with banks

Does this portion fall into this area?

A large component that is missing from this TF is music? Does this fit with the arts group? Is there cross-over between this group and Ignite (formerly coolness?)

Action Item

Research insurance for artists. National organization for insurance of arts? Lynn Greer mentioned this as a possible research topic. If we can gather the information, it would make it easier for MAC to propose as a plan.

Action Item

Arts Liaison at Chamber of Commerce.

Greenville Forward and Alan Ethridge to talk to Ben Haskew about beginning the conversation to create an Arts Liaison position at The Chamber.

Upcoming Event

Cultural Tourism Meeting in Columbia on November 28th.

Moving Forward...

- This group needs to focus on where we want to be in 2025 and how we are going to get there.
- We need to work together to work for sustainability for the organizations of what we have.

**Next Meeting: 11/30, 4PM – Traveler’s Rest.
Greenville Forward will confirm exact meeting place.**

Arts Task Force Meeting Notes

Task Force Meeting: September 28, 2006
MAC

Attendees: Alan Ethridge, Lynn Greer, Liz Rundorff, John Fagan, Mary Ellington, Kerry Murphy, Mary McCarthy, Diane Lee, David Sims, Anne Tromsness, Debbie Lee, Carol May, Joel Wilkinson, Sarah Merkle, Bob Howard

Russell opened meeting by conducting an exercise that will help us continue on a track where we can begin getting things done.

Events:

Open Doors @ Gov. School

Open Studios

Antiques Show at Museum

Visual Artists deadline for Artisphere October ?

Sleepy Hollow – USF

Rough Crossing – WHT

Mama Mamie's Departure – CSSC

Strengths

-  Lots of variety
 -  For all
 -  Beautiful downtown
 -  Diversity in audience
 -  More than most
 -  Busy, overworked
 -  Enthusiastic
 -  Do a lot with small staffs and budgets
 -  Supportive business community involvement
 -  Nice sized audiences / support. Do we?
 -  Institutional support
 -  Visual art community exploding (unified)
 -  Less bickering / less stress
 -  MAC
 -  West Greenville
 -  Governor's School and Fine Arts Center
 -  NEA Grant / High School
 -  Symphony / Outreach
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If you were to write an article about Greenville being a “mecca for the arts” what would you pull from this list?

- Diversity of theatrical productions
- World class symphony
- Dance company with incredibly creative choreographer
- International Arts Festival
- Top to bottom, left to right quality of all arts offerings

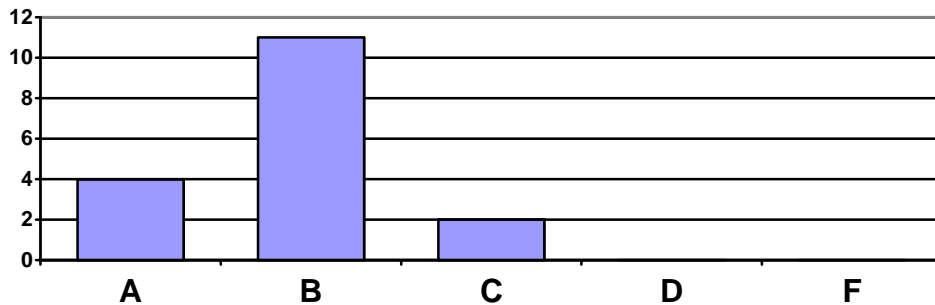
When we talk about the future of Arts in Greenville, we need to have a common, unified voice.

What is the brand for the Arts in Greenville?

- There is such a push for the West End that some might be left behind.

Much of the territorialism is going to be natural. We are all 501c3's and we all compete for the same dollars. But, there is a healthy competition among the arts groups.

What grade would you give our Arts Community overall?



For those that didn't give us an A, are there cities that should get A's?

- Stratford, Ontario

We do not have a strong CVB that supports the arts. WE need to have a collective place where people can go and find out what's going on.

Opportunities

- Absence of strong professional artists community
- CVB/Chamber
- Welcome Center
- Ticket only at theatre
- Chamber
 - Sponsorship
 - Ticket Discount
 - Calendar
 - Do they believe
- Internet welcome center
- A common “TKTS” seller. Something like Earshot.
- Online link at Kiosks

On-line access at next meeting.

Weaknesses

- Ⓞ Audience Diversity
 - racial
 - age
 - Language
 - Socioeconomic
- Ⓞ Figure out ways to motivate buyers
- Ⓞ Times of performances
- Ⓞ More arts coverage

As Arts organizations, what do we all have in common?

- Ⓞ All struggle with communication
 - Vehicles for public
 - Free media
 - Fundraising
- Ⓞ Cost of Productions (help)
- Ⓞ Sustaining Artists
 - (waive business licenses for artists)
- Ⓞ Govt. involvement
- Ⓞ Affordable housing and guest housing
- Ⓞ Desire to collaborate
 - Annual productions w/ all organizations
- Ⓞ Short staffing
- Ⓞ Volunteer shortages
- Ⓞ Media relations
- Ⓞ Stereotypes of being "artsy"

This group could serve as huge component for communication amongst the arts groups. Communication can be increased by this group. Think about this on a County-wide scale.

Continue to encourage participants to go to www.greenvilleforward.com

Next Meeting

10/26 at South Carolina Children's Theatre

Tasks:

Invite CVB to next meeting to talk about Greenville promotion
Invite Chamber to next meeting

Arts Task Force Meeting Notes

Task Force Meeting: August 24, 2006
Peace Center for the Performing Arts

Attendees: Alan Ethridge, Megan Reigel, Anne Tromsness, Mary McCarthy, John Fagan, Lynn Greer, Mary Johnston, Carol May, Georgia Harrison

From Mary McCarthy

Carolyn Rome – speaker for antique show at Museum of Art

Friday, Oct. 13th. Call the Museum for tickets

We need to create a true **Mission and Vision for the Arts TF.**

What are the issues that we could deal with?

Technology

Many of the items that we have discussed have to do with Technology.

- Website
- Central area that could house information
- Communications System
- Would take some management, but could be done at really no cost.
- How would this be different than the MAC website?

Greenville News has a place for information like this. So does CVB. BUT, these don't work for everyone. Not necessarily user friendly. It's very calendar, event related.

All organizations can help by asking those that call in for information "where did you hear about us." This could be tracked and successes can be recorded.

The Chamber Channel. MAC would like to write a grant that would generate funding to add the Arts as part of this channel. This could include all arts organizations, etc. It would all be video with stills.

- Could this be done on public access TV, too? Community access? For those that can't afford high speed internet.

What about making what is currently in existence better?

What if all news sources could have a viable, one stop shop for all arts happenings. Currently MAC serves this need.

Promotional. Education. Communication.

These are issues that are always in the fore-front of all arts organizations minds.

What have other communities done?

John Fagan: Stratford Festival. "The City becomes art." Great job of promoting art within their own city. It comes from the City fathers on down.

- event centric
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- grassroots. Get the information out to the public.

Could members of this Task Force be part of other Task Forces, since the Arts has to do with everything?

Are we underestimating ourselves? We need to look at "what we don't have." What are we concerned about? What do we need to make us better?

- Let's look at the holes.

We all need more money, fundraising dollars, and bodies in the door. Well, how do we go about getting those?

Rather than say "what's not happening," let's talk about what we need to get things done.

Issue of communication came from the cutback in arts coverage by the Greenville News.

Action Item

Can we link MAC website to Greenville News. CVB, etc.

What's out there that's not working?

Vision

Center for the Arts. We need to be known as a center for the arts. How do we do this?

- cultivate our local artists
- keep them here
- what makes us different than Columbia? How can we say that we are a center for the arts?

All arts cannot be marketed the same way. Visual vs. Entertainment.

Ideas:

Insurance policies for individual artists and organizations through MAC. MAC is a member of the Chamber and they could provide insurance for artists through that.

- Alan to explore the possibility of making this happen.

What about artists providing art to hospitals in exchange for healthcare points.

Greenville Forward Action Item

Create a list of strategies and tactics for Arts Task Force and review at next meeting. From there, we can begin to nail down our own mission and vision.

Next Meeting:

September 28th. Location: TBD.

Arts Task Force Meeting Notes

Task Force Meeting: July 27, 2006
S.C. Governor's School for the Arts and Humanities

Attendees:

Mary Ellington, Bob Howard, Alan Ethridge, Mary McCarthy, Kimberly Sims, Sarah Merkle, Lynn Greer, B.J. Koonce, Don Koonce, Mary Johnston, Joel Wilkinson, Anne Tromsness, Bernie Ellis

An assignment for this Task Force from our last meeting was to review the mission and vision for each specific arts organization. The purpose of doing this is to create understanding, across the board, of what each organizations missions and goals are. If we can do that, initially, it can serve to help us promote one another as a community and understand the goals and strategies of those around us.

Our last meeting was spent reviewing some of the organizations in Greenville. We did not finish. The goal for this meeting was to finish reviewing the others.

Following this, we will explore some specific tasks discussed by this group. Some of these tasks are very attainable, some on a short time-line. Some are true visionary goals that will take time to achieve.



Artisphere

Mission:

ARTISPHERE is committed to celebrating the arts and this area's rich international and multi-cultural flair by providing a high-quality event that attracts, entertains, educates, inspires and enriches a diverse audience, and thus brings the community together through the arts.

Vision Statement

ARTISPHERE is an annual signature event for Greenville, SC, showcasing the arts, reflect the area's international flair and maximizing existing arts programs by providing a diverse menu of experiences that center around the arts, visual and performing, and Greenville's multi-cultural offerings to appeal to visitors from throughout the world, as well as citizens throughout the region.

-  Encouraging local arts and artists
-  Appeal to regional tourists

Long Term Goals

-  Strong draw to tourists
 - help make Greenville a destination
-  Expand festival site (grow area that festival covers)
 - Heritage Green
 - City Wide
-  Bring in star performers (Big name performers)
 - partnership with local arts organizations to achieve this.
-  Temporary installations of art throughout City during the festival.
-  Getting more local artists to come out and do a show during the festival. Street art.
-  How does each group maximize Artisphere weekend for sponsorships, etc.

Action Item

What about creating a collaboration forum among all the arts groups (or whoever wanted to participate) to discuss "out of the box" ideas for Artisphere. Could Greenville Forward serve as that forum?

South Carolina Governor's School for the Arts and Humanities

Mission:

Serve the artistically gifted high school students of South Carolina through programs of pre-professional instruction in an environment of artistic and academic excellence. The school is a resource for all teachers and students in South Carolina.

- 🕒 The Gov. School has been bringing local performances by their students to the public for years. These performances are free to the public and very well attended. This is a constant mission for the school.
 - Over 100 music recitals/concerts a year
- 🕒 Continue outreach into schools. This includes the summer programs offered the by the school.
- 🕒 A vision is that, one day, graduates will be able to come back to Greenville to live and practice their art full time. They won't have to move to New York, Chicago, etc. They can come to Greenville and earn a living doing what they were taught in Greenville.
- 🕒 A goal is to have more students participate in local arts.

- 🕒 Where are Gov. School students ending up after college?
 - Do you track the successes?
 - What about tracking the summer program?
 - By tracking these and maintaining contact with these students, we could start to establish connections. We could also remain in the fore-front of their minds.

Wits End Poetry

Mission:

Wits End Poetry is working to make poetry as familiar to people in Upstate, SC as it is to people in New York, LA, and Chicago. The power of poetry lies in its appeal and relevance to diverse audiences. Poetry also encourages and develops literacy and creativity in both adults and youth. We bring poets from across the country to the Upstate, as well as organize live events across the state; provide resources to up-and-coming writers through our website; and promote community building among writers both in the Upstate and across the South East.

- 🕒 Goal is to offer true, diverse literary offerings
- 🕒 Poetry advocacy
- 🕒 More collaboration among literary organizations
 - Plan together to use money in a smarter way.
- 🕒 Mailing list

Centre Stage – South Carolina

Mission:

Centre Stage-South Carolina is a professional theatre committed to the core ideal of engaging the community with innovative approaches to performance and production, enriching the local artistic landscape and enhancing the quality of life with uncompromising theatrical integrity. The mission of Centre Stage is to be a cornerstone of the creative life of the upstate, providing captivating entertainment, stimulating intellectual discovery and broadening the social spectrum of local audiences through the medium of live theatre.

- 🕒 Modern theatre (1905-Present)
- 🕒 This season has 2 World Premieres. This is a vision and mission of the theatre.
- 🕒 Gallery space.
- 🕒 A goal is to serve as a source for the "Professional Development for Adults."
 - Stage Manager Workshop – FREE to the Public. September 30th from 9 – 1.
 - Movement Workshop – October
 - Voice Workshop – November
- 🕒 New Play Festival

BJU Museum and Gallery

The Bob Jones University Museum & Gallery, recognized as the "finest collection of religious art in the Western Hemisphere," is praised for its thorough presentation of the development of Western culture through paintings of the Old Masters. Located in Greenville, South Carolina, and housed on the campus of Bob Jones University, the Museum & Gallery displays Italian, Spanish, French, English, Flemish, Dutch, and German sacred art from the 14th through the 19th centuries in over 25 galleries. Works by major artists such as Rubens, van Dyck, Reni, Tintoretto, Le Brun, Cranach, Ribera, and Murillo are aesthetically exhibited with period furniture, sculpture, tapestries, and porcelains to lend a period ambience to the galleries and to give patrons a panoramic view of ages past.

- 🕒 Immediate goal is to get the Museum and Gallery on Heritage Green open.
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- Ⓞ Get more people from the local community into the Museum
 - Within days drive
 - Bringing Building downtown for others to enjoy
 - Workshops / Classes
- Ⓞ Want to be seen on strong art over just religious
 - 14th – 19th Century – Old Masters

South Carolina Children's Theatre

Mission:

The mission of the South Carolina Children's Theatre is to educate and stimulate the minds and imaginations of young people and their families through participation in theatre of the highest quality, year-round education, and accessible outreach.

- Ⓞ Young people's theatre
- Ⓞ Classes year-round – outreach
 - into schools, hospitals
 - Know Way

Visions

- Ⓞ Vision is to have a permanent home soon.
- Ⓞ Build own performance space – black box
- Ⓞ Hire a full time artistic director
- Ⓞ Establish a rep. Children's Theatre Company – made up of adults.
- Ⓞ Tour to underserved areas of the state
- Ⓞ Expand "Know Way" and "Bullying" programs
- Ⓞ Increase outreach to encompass children from all areas
- Ⓞ Collaboration with MAC – Tanglewood/Grove Project.

Action Items

Challenge was given to this Task Force to "raise the bar." Think about what your "true" visions are. Take away budget considerations, money, debt, timing, etc. Think about what you would want for your organization or community if those were not hindrances. What are those true "sky's the limit" visions?

Through our meetings this year with this Task Force, we have developed a long list of Action Items. Below are those items. Please review and think about what is attainable immediately. What is something that is more long term? Which ones are items that this group would like to tackle?

Arts Action Items

As Of 7/27/06

Arts

In 2025, Greenville is nationally (or internationally) recognized as a center for the arts, fostering community-wide support and appreciation of the value of all arts disciplines and cultures. The arts are valued by residents and community leaders and are a vital part of the growth and prosperity of the community. The arts environment contributes to a strong sense of place where young and old want to live.

- Ⓞ A central calendar of arts activities
 - Ⓞ Explore greater use of technology in marketing
 - Ⓞ Affordable starter spaces for artists
 - Ⓞ Central website which can provide cross talk
 - Ⓞ Arts representation at airport
 - Ⓞ Create a group (this Task Force?) to track the economic impact of the Arts on Greenville County.
 - Ⓞ GSP positioning on all cell phones and laptops for instantaneous, informative guide to what is going on in Greenville Community.
 - Ⓞ Programmed, downloadable tour information that facility/organization could make available for all visitors as they walk in the door.
 - Ⓞ Develop approaches to new audiences though assistance with the gathering of names, staging of preview nights, etc.
 - Ⓞ Bring different segments of community together to familiarize each other with what everyone is doing.
 - Ⓞ Change the perception of the community as to what "arts" are – "A Part of Life."
 - Ⓞ Investigate cheaper ticket prices. Find alternatives that would bring a lower price so more of the public can enjoy.
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- Ⓒ Public Art. Lunch with music being played in the square. Everyday walk-through galleries.
- Ⓒ Make the City become art.
- Ⓒ Better media coverage for arts – across the board.
- Ⓒ More efficient communication between all arts groups. Missions must be understood by all.
- Ⓒ Create a market and environment where people clearly understand what “arts” mean. START WITH CHILDREN.
- Ⓒ Website for all artists.
- Ⓒ Create an on-line posting, where you could log on and post suggestions, thoughts, and ideas.
- Ⓒ Make connections between those spending the money and those that create the art.
- Ⓒ Local art on the walls of City Hall. Local art on the walls of all downtown businesses.
- Ⓒ Conduct an economic impact study of the Arts on Greenville County. All organizations can be involved. This is the forum to be able to do it in, since most are at the table. Could go a long way to prove to those in the community that the Arts are a vital part of the Greenville Community and give back to it.

Homework Assignment

Establish a Mission and Vision for this Arts Task Force.

Bring it to the next meeting and we will discuss them, along with our Action Item list.

Next Meeting – August 24th. Place – Peace Center for the Performing Arts

Meeting Adjourned

Arts Task Force Meeting Notes

Task Force Meeting: June 29, 2006
Greenville County Museum of Art

Attendees:

Joel Wilkinson, Lynn Greer, Alan Ethridge, Mary McCarthy, John Fagan, Sandy Rupp, Mary Ellington, Bob Howard, Anne Tromsness, Donnalynn Hess, Sarah Merkle, David Sims, Russell Stall, Brock Koonce

Roundtable

- ⓪ County Bank came to MAC to purchase local artists work. Good sign: A business was interested in, not only purchasing, but hanging local artists work. In some communities, artists are hired as consultants to help companies buy art. Is there an opportunity here?
- ⓪ Public Art. Roy Fluhrer is chairing the committee to select public art with the 1% of construction.
ACTION ITEM: Get an application for public art and develop an understanding of the process.
- ⓪ We can play a role in making connections between those that spend the money to those that create the art.
- ⓪ What about local art on the walls of City Hall? Why is there not any local art there? Encourage, from the top down.
ACTION ITEM: Get local art on the walls of City Hall.
- ⓪ **Upstate Shakespeare Festival.**
Macbeth: Attendance – over 5,000 people. One night attendance record – 850. Average attendance – 410 per show. All USF records have been broken. Hopefully, this will transfer into big numbers for further shows. Next show is “Loves Labors Lost” – Opening July 13th. “Legend of Sleepy Hollow” – October.
MacBeth had a lot of out of town audience members (Charlotte, Asheville, etc.) Hotels downtown were recommending guests to come down and visit.
- ⓪ **MAC- Open Studios, Nov. 4th 10-6 and 5th Noon - 6. Opening reception, Oct. 27th 6:30 – until.**
- ⓪ **David Sims- UpstateOnstage.com.** Website for theatre in the Upstate. Launch Party, July 8th 7PM at the Innovate Building, 3rd Floor.
\$15/year – individual can post a profile page with bio, resume, headshot, etc.
\$25/year – theatre companies can post a profile page with shows, dates, schedules, etc.
Also, promotes the Art Card for MAC.
- ⓪ **Collaboration between Centre Stage and Greenville Symphony.** Chamber series. Small ensembles with short programs of music (1hr. in length). Will use CSSC on Friday evenings at 7PM. Spread the word (younger audiences), get there at 6:30, mingle, listen to the ensemble and you are out at 8.
Also, doing a 10:30AM performance.

What are your Visions?

Greenville County Museum of Art.

The museum is central to the fabric of art in the Upstate. Its mission is to collect, preserve, and display exemplary works of art, and to develop educational programs that offer visitors ways to benefit from firsthand experience with works of internationally-respected artists. The museum's holdings include major collections of work by Jasper Johns and Andrew Wyeth, a contemporary collection, and The Southern Collection, which surveys the major issues of art history through southern-related examples.

- By 2025, a 40,000 foot expansion of the facility will allow for permanent exhibitions of works by Wyeth and Johns, an expansion of workshops that use these exhibitions for guidance and inspiration, and an expansion of curatorial and exhibition space to increase the benefit to Greenvillians and visitors to the area. Space is at a premium in showing of collections and for education and storage and caring for art.
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- The Museum's educational programs range from exhibition tours to 3-week courses for teachers, from after-school art classes for children to long-form courses in drawing, painting, photography, ceramics, metal working, and other media. These programs benefit the early primary grades through college and the professional arts.
- Technology is an important tool for outreach, so that the resources of the Museum are available to those who cannot experience them firsthand. But technology is also vitally important for the preservation of art, and Museum personnel are constantly studying new and better ways to preserve works that date to the late 1700s.
- The Museum's programs draw on the expertise of regional professional artists—by featuring them in its schedule of changing exhibitions, offering courses in professional development, and offering art classes that are taught by local artists.
- The Museum is an international symbol of the arts in South Carolina and draws both tourists and business travelers.
- Many people don't understand art museums. People have visions, not institutions. Most of the things we dream about for 2025 are already in place, but will only get better.
- Jasper Johns and Southern art. New building will allow us to show a contemporary arts center. Jasper Johns will allow us to do workshops which attract people from all over. We take our educational mission seriously. We are the only place besides the Smithsonian that has significant works by Johnson.
- Offer courses to teachers to help them use art in the classroom. How to write better. How to dance better. Originally created a free museum for the educational value.
- Encourage working artist to come and better assimilate with top quality works of art.
- Want to remain free if at all possible.

Do we want to start a whole bunch of new things and do them okay, or do we want to focus on building up things which are already in place and make them "great?"

Greenville Symphony. Mission: Perform live orchestral music in the Upstate.

- 🕒 Have a 45 person core symphony employed full time making \$30,000 a year. A player now makes \$500 for the week of the concert. If play with everything symphony does, an artist makes \$6,000. Need permanent 10.5 month opportunities. It's now hard to put an orchestra on stage for "Artisphere", July 4th or other community events for free. If have full time orchestra, could do outreach and free concerts.
- 🕒 The money is out there. Could fill the orchestra at \$18,000 a year. Most of the players are teachers.
- 🕒 Symphony covers 3rd, 4th, or 5th grade. We leave them at 6th grade. The educational outreach could be significant with a full time, paid-for, orchestra.
- 🕒 Does the public perceive that artists warrant a real wage? A lot of people don't go to the arts and see it. We are talking about shifting a mindset. Artists are often asked "What else do you do for a career?" "We feel like we apologize for what we do."
- 🕒 There are not a lot of structures to support artists. Extremely hard to make a living as an artists. Have to compete with a lot of low level income.
- 🕒 Can do it "on the cheap" with a \$8 million endowment.

By 2025, Greenville will respect the professionalism of artists. Not as a fun hobby.

Individual Artists.

- 🕒 Need publicity for local artists. Press believes if they cover an artist, they won't cover you again.
- 🕒 Offer and cover awards, and press releases like the GSA Magazine does.
- 🕒 Are there any arts magazines which are destinations for the arts.
ACTION ITEM: Need a slick quarterly magazine which features the arts. There is a new magazine in progress.
- 🕒 Sometimes our Chamber and CVB think nationally, not locally. We are not appreciated in the local media.

Upstate Shakespeare Festival

Mission: The Upstate Shakespeare Festival is Greenville, SC's fully funded Shakespeare company that brings the magic of Shakespeare and other classic plays to the community. This event is anchored by the free summer festival, which focuses on high quality, entertaining, inclusive and family-friendly productions that serves as Greenville's calling card as a summer destination.

- 🕒 USF is recognized as a national festival. Attract wider audiences and build collaborations. "We will rule the world."
- 🕒 Supplement performances
- 🕒 "Shakespeare on the Truck": Education and Community outreach. Has been practiced by other communities around the country. Basically, the idea is to take Shakespeare to the public.
- 🕒 Exhibiting works in Spanish (and eventually French and German). Currently the Latino community is being ignored in the arts.
- 🕒 Explore the world of musical theater. Gilbert and Sullivan and early American musical theater.
- 🕒 Have our own Globe Theater
- 🕒 Currently, USF keeps budget for shows to \$5,000 per show.
- 🕒 Did first mailing this year. Sent to 350 people. Raised \$5,000.

Meeting Adjourned. Will cover Visions of other organizations at next meeting.

Next Meeting: July 27th, 4PM – Governor's School For The Arts and Humanities

Arts Task Force Meeting Notes

Task Force Meeting: May 16, 2006
MAC Office

Attendees:

Debbie Bell, Gene Berger, Carl Blair, Cindy Brothers, Dolly Durham, Mary Ellington, Alan Ethridge, Lynn Greer, Michael Heater, Donnalynn Hess, Bob Howard, Sam Inman, Mary Johnston, Diane Lee, Carol May, Sarah Merkle, Mary McCarthy, Sam Rhodes, Elizabeth Rundorff, Russell Stall, Joel Wilkinson

Review of the Vision

Why does the vision have to be an INTERNATIONAL center for the arts? Why not "state recognized" or "regionally recognized?" The focus of the arts should be more about Greenvillians and for the enjoyment of people who live here.

Greenville can't be "international" unless we believe it ourselves. Although we have some world class venues, exhibits, and artists, generally the group does not believe we are "world class" yet.

Communicating the Arts

The most important thing which could come out of these sessions is COMMUNICATION.

The Greenville News has changed its coverage of the arts and has combined it with features. If you want to learn about arts, you now have to search for it. Several task force members have talked with Steve Brandt about this and there does not seem to be much hope in increasing coverage for the arts in the newspaper. This was a business decision.

We need:

- A central calendar of arts activities
- Arts events should be linked closely to events sponsored by the city and the county
- They should be more greatly linked to the newspapers

Who is our audience?

- Greenvillians
- Tourists
- Visitors to Greenville

We need to show up on national lists when people are planning trips. For example, how do we get on www.craigslist.com?

IF are going to develop a list, it requires a really good database.

How do arts organizations get customers?

- Mailings and telephone generate customers, especially for the symphony and performing arts.
- We should explore greater use of technology in marketing; use phone combined with web and mail. It's not just one vehicle, but a combination of vehicles.
- 25% of Peace Center tickets are purchased over the Internet. The Internet is going to become more and more important.

Need mass communication.

Arts organizations should become more collaborative. Different venues should market together.

How do we support our artists?

Need affordable starter spaces.

- Cheap lofts
- Everything now is rented
- Need theaters
- Need subsidized rents for developmental arts

How do we create more engaged audiences?

- Also need better parking. Greenville needs to get over its parking problem.
- Offer a family night at the theaters with \$5.00 tickets.
- People will come out when they hear about it.
- Provide a centralized website which can crosstalk.
- Support music venues.
- Connect ourselves with our neighbors.
- Develop AV presentations.
- Have half an hour on art on WYFF.
- There is nothing about the arts at the airport.
- Share advertising with venues
- Connect with travel agents

The Culture map.

- We should create a culture map for Downtown and the county.
- Reprint it every year.
- Don't send another map salesperson.

Other communities to learn from.

- Philadelphia Cultural Alliance
- Riverwalk Arts and Entertainment at Ft. Lauderdale

Homework for Next Time

- Each group should develop its own vision
- Each person should develop three ideas for the arts for next time.

Meeting Adjourned

Next meeting will be June 29th at 4:00 at the Greenville County Museum of Art.

Comments since meeting

From Mary McCarthy (5-30-2006)

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<http://www.gophila.com/>

From Dan Harris at Christ Church Episcopal School

You may want to check out our new student web site for CCES photography students - you may be surprised:

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After checking back today, I realized that these links to active event calendars may be more than a little obscure, so I'm sending the list to you in the hope you'll share with others in the arts task force. Next time you send a group message, I'll pick up the email addresses.

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http://www.greatergreenville.com/visitors/events_cal.asp

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From Bob Howard

Our mission: To provide educational and cultural opportunities for the citizens of Greenville and surrounding communities through the presentation of live symphonic music.

Three ideas for the Vision Forward group:

- Help develop approaches to new audiences through assistance with the gathering of names, staging of preview events, etc.
- Be a catalyst to bring different segments of community together to familiarize each other with what the others are doing (example: different groups such as Chamber of Commerce, United Way, Gville Symphony, Red Cross, Michelin, BMW, Furman, ETC.)
- Keep media and community spotlight on our long range plans

Vision for 2025 for GSO:

To have a 45 person professional core orchestra earning \$30,000 per year (in 2006 dollars) for a 10 ½ month season of music in the upstate

Bob

Arts Task Force Meeting Notes

Task Force Meeting: March 29, 2006
Metropolitan Arts Council

Attendees:

Debbie Bell, Gene Berger, Carl Blair, Cindy Brothers, Dolly Durham, Mary Ellington, Alan Ethridge, Lynn Greer, Michael Heater, Donnalynn Hess, Bob Howard, Sam Inman, Mary Johnston, Diane Lee, Carol May, Sarah Merble, Mary McCarthy, Sam Rhodes, Elizabeth Rundorff, Russell Stall, Joel Wilkinson

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Arts Task Force Meeting Notes

Task Force Meeting: March 29, 2006
Centre Stage

Attendees:

Cindy Brothers, Bob Howard, Mary Johnston, Liz Seman, Sam Inman, Sue Inman, Martha Severens, John Fagan, Mary Ellington, David Sims, Anne Tromsness, Tiffany Nave, Donnalynn Hess, Sarah Merkle, Bob Chance, Lynn Greer, Alan Ethridge

What Are You Proud of in Greenville?

- Downtown
- Climate
- People – friendly, “can do” attitude, entrepreneurial-ness
- Location
- Quality of life
- Safe
- Family
- Peace Center / Art Museum / Symphony
- Parks / Liberty Bridge
- Independent artistic sensibility
- The number of arts organizations
- Variety of beauty to show off
- Restaurants
- Green space
- Small town feel
- Festivals
- Traffic situation is not bad

What Would You Change in Greenville?

- Traffic situation (primarily Woodruff Road)
 - Poor planning / zoning (not enough foresight currently)
 - Sprawl
 - Preserve the Quality of Life we currently have
 - More green space
 - Managing development (commercial and residential)
 - Lack of unified leadership in community
 - Fundamentalism
 - Politics – perceived as “Good Old Boys”, “Old Guard”
 - Intolerance (racially, economically, sexually)
 - Cultural segregation
 - The Hispanic / Latino community needs to be brought in and made to feel welcome and appreciated – mass marketing to them doesn’t work
 - Large homosexual community in Greenville that does not support the Arts. Are they scared to support, or do they just not want to?
 - A large amount of the Arts in Greenville is unaffordable to the general public (primarily performing arts)
 - Change the educational standards in Greenville.
 - Adult education. There isn’t enough re-enforcement education for those that are beyond school. (FULR at Furman is an example, but not much else)
 - Greenville does not nurture it’s local artists
 - Public doesn’t support the teachers
 - Too many “Pockets of Poverty” in Greenville
 - Perception of companies in Greenville absorbing and not giving back
-

- County Council vs. City Council
- Higher standards for teachers
- Safety in schools
- Homelessness (transient) population
- Drugs in schools (wealthy schools too)

ARTS in Greenville

How do we measure up to comparable cities in the Arts category?

- We have the talent, but the re-enforcement may not be there from all business leaders, government, etc.
- Many of our Arts in Greenville remain undiscovered by much of the population. Is it because we are City oriented? Does the County get the same Arts outreach from artists that Downtown/City of Greenville does?
- Support, support, support.
- Economic impact for Greenville County is tangible for Government officials, business leaders. Show them that, as compared to other cities

VISION

In 2025, Greenville is internationally recognized as a center for the arts, foster community-wide support and appreciation of the value of all arts disciplines and cultures. The arts are valued by residents and community leaders and are a vital part of the growth and prosperity of the community. The arts environment contributes to a strong sense of place where young and old want to live.

Comments:

- Why do we need to say "Internationally recognized". Why can't we start with "Locally recognized?" Too many people in Greenville, alone, don't know about the arts scene. Start small, and then we can grow into that. It seems counter-productive to start big, when we need to be known locally first.
 - The term "world class" is over used
 - Global recognition may not be achievable. It has to be big to people here first.
 - Try not to get lost in the first sentence of the Vision. It says to "internationally recognized as a center for the arts" not a center for international art. We want others to know, all around the world, that Greenville is an artistic culture with an energetic and vibrant arts scene. All the support for that comes from fostering the local artists and appreciating them throughout the community.
 - Vision is just unclear, and the "international" verbiage is miss-leading and hard to understand. "International" is not appropriate. We should be a national model first.
-

What does the Arts Community need to do along with Greenville to achieve this Vision?

- All organizations in Greenville need to continue to focus on their missions. All organizations bring unique offerings to the table and have clear and distinct missions. Stick with those.
 - Keep the quality of the arts up. We have great venues, performances, visual arts. Keep the quality of all up to the standard we've already set for ourselves.
 - Change the perception of the community of what arts are – "A Part of Life"
 - Change perception that arts are not just events. Transfer from "Event – Centric"
 - Better funding across the board. Widely attended by all the community. High quality, above no other.
 - Remove ourselves of the "Old Model", meaning that only rich people can support the arts. That is disappearing. Artists are beginning to support one another. MAC is fighting for all arts.
 - Investigate cheaper ticket prices. Ticket prices are too high, across the board, which is what caused the above note to happen originally. Find alternatives to offer that would bring a lower price so more of the public can enjoy.
 - Fight perception that "New is always better." Support the current art that is there.
 - *Public Art.* Lunch with music being played in the square, everyday walk through galleries. Promotion of the arts through the existing entities...
 - Make the city become art. Especially during festivals, events, etc. Example: Ontario Shakespeare Festival.
 - Be cognizant of local arts funding when thinking about festivals, etc. Spoleto is an example. Local arts have not grown on a comparable scale because spotlight has siphoned off support.
 - Create better media coverage. One arts critic at major newspaper is not enough.
 - Let the artists make a living. BUT don't project to the community that the world owes a living to you.
 - Artists need to act responsibly & professionally. They must act with one professional voice
 - Defuse the perception problem in the community toward artists. Many artists are professionals in some other field. They are artists out of passion, not necessity.
 - Accentuate our already beautiful performances spaces.
 - **Better / More communication between all arts groups. Missions must be understood by all.**
 - Create more partnerships between arts organizations. Some already exist. Many more can exist.
 - Peace companies
 - Artisphere
 - Centre Stage & MAC – art gallery
 - Keep moving toward ridding Greenville of competitive attitude between organizations. This is disappearing. Make sure we don't go back to it.
 - Look at and use what strengthened our uniqueness.
-

What could help Greenville achieve all of these?

- Meetings like this. Getting everyone (or most) at the table to talk about issues, missions, problems, perceptions, goals, dreams, etc.
- Reach out to new audiences
 - Review prices
 - Review markets / venues / organizations. Take advantage of cross-over audiences between organizations
- Make a clearer distinction between Artists and Arts organizations and education
- Create a market and environment where people clearly understand what "arts" mean. **START WITH THE CHILDREN.**
- Website for all artists?

Who should be added to this list of participants?

- Someone from the press.
- Greenville Co. Schools representative – Diane Lee
- Commercial gallery owner
- CVB / Tourism representative
- Writers and/or publishers
- Music industry representative
- Independent music industry representative / performer (John Jeter)

Would it be beneficial if Greenville Forward created an on-line posting, where you could log on and post suggestions, thoughts, and ideas on a Yahoo Group sort of site? This would work to build group in between meetings.

ENTIRE GROUP AGREED: YES

What do the other groups in Greenville say about the arts in Greenville?

Meeting Adjourned

Next meeting date will be announced. Will be in mid-May (to give time for Artisphere)
